

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 CIAE-00 EB-08 INR-07 LAB-04
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W
-----220715Z 060309 /15
R 220602Z APR 77
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 7151

UNCLAS SECTION 1 OF 2 TOKYO 5860

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977, SECOND QUARTERLY
REPORT

1. QUARTERLY TARGETS FOR ALL CAMPAIGNS HAVE BEEN ATTAINED
WITHOUT SIGNIFICANT DEVIATIONS EXCEPT FOR CAMPAIGNS 2, 3,
4, AND 8 AS REPORTED BELOW.

2. COMMERCIAL COUNSELOR TRANSFERRED TO EMBASSY MANILA
IN DECEMBER 1976 AND REPLACEMENT WE UNDERSTAND IS SCHEDULED
TO ARRIVE IN JUNE. LOSS OF ONE POSITION DURING QUARTER
RESULTED IN ADDITIONAL WORKLOAD AMONG E/V OFFICERS WHICH
AFFECTED OUR ABILITY TO MEET SOME SCHEDULED CCP TARGETS.
IN PARTICULAR, PERSONAL CALLS MADE FOR CAMPAIGNS
NO 2 (COMPUTERS) AND NO. 4 (SCIENTIFIC, LABORATORY AND
CONTROL INSTRUMENTS) WERE 7 AND 2 RESPECTIVELY AGAINST
TARGETS OF 20 AND 10. FURTHER, PLANNED REPORT ON
COMPUTER MARKET AFTER LIBERALIZATION WAS
POSTPONED TO LATER QUARTER.

3. CAMPAIGN NO. 3 (POLLUTION CONTROL EQUIPMENT): DUE TO
COMMERCE'S CANCELLATION OF PARTICIPATION IN TAPEX, BOTH
PERSONAL CALLS MADE (10) AND TOS DEVELOPED (3) FELL
FAR SHORT OF TARGETS OF 45 AND 15, RESPECTIVELY.
ANNUAL TARGETS FOR PERSONAL CALLS AND TOS HAVE BEEN
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REVISED TO 15 AND 10, RESPECTIVELY.

4. CAMPAIGN NO. 8 (AUTOMOTIVE PARTS): EMBASSY NOT
SUCCESSFUL IN ORGANIZING FOREIGN BUYER GROUPS TO
INDUSTRIAL TRUCKING SHOW DUE TO INDUSTRY'S LACK OF
INTEREST.

TM FOREIGN BUYER PROGRAM: EMBASSY AND CONSULATES HELPED ORGANIZE 21 FOREIGN BUYER GROUPS (INVOLVING 273 PEOPLE). NINE OF THESE GROUPS (103 PEOPLE) REPORTED TOTAL OF DOLLARS FOUR MILLION IN SPOT AND 12-MONTH PROJECTED PURCHASES.

6. CONSULATE SAPPORO STAGED A TWO-DAY AMERICAN CONSUMER GOODS AND TOURISM FAIR IN SAPPORO IN MARCH. THIRTEEN JAPANESE IMPORTERS REPRESENTING 18 AMERICAN MANUFACTURERS PARTICIPATED IN EVENT, RESULTING IN \$22,000 IN SPOT SALES WITH 1,750 ATTENDANTS. U.S. TRAVEL SERVICE PROVIDED FILM AND GRAPHIC PRESENTATIONS. (SAPPORO A-03, MARCH 29, 1977.)

7. EMBASSY STAFF IN E/C SECTION AND AGATT OFFICE MADE PRESENTATIONS ABOUT FOREIGN BUYER PROGRAM AND OTHER AVAILABLE SERVICES TO 160 LOCAL TRAVEL AGENT REPRESENTATIVES WHO ATTENDED A HALF-DAY SEMINAR SPONSORED BY U.S. TRAVEL SERVICE IN EMBASSY AUDITORIUM IN MARCH.

8. EMBASSY'S PUBLICITY CAMPAIGN DURING THE REPORTING PERIOD TO ADVISE THE LOCAL BUSINESS COMMUNITY ABOUT NEW BUSINESS INFORMATION CENTER (BIC) AND OTHER COMMERCIAL SERVICES INCLUDED SUCH GROUPS AS SHIZUOKA/SHIMIZU CHAMBER OF COMMERCE, TOKYO JUNIOR CHAMBER OF COMMERCE, AND JETRO. ORIENTATION PROGRAMS WERE HELD IN EMBASSY AUDITORIUM.

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9. EMBASSY HAS MADE ARRANGEMENT WITH BANGKOK COMPUTER CENTER FOR COMPUTER INPUT AND RETRIEVAL OF DATA CONTAINED IN EMBASSY'S 4,500 AGENCY INDEX CARDS, REPRESENTING 1,300 JAPANESE IMPORTERS, CARDS WERE INDIVIDUALLY UPDATED, ASSIGNED APPROPRIATE 4-DIGIT SIC NUMBERS, AND SENT TO BANGKOK IN MID-APRIL. THE SYSTEM, WHEN OPERATIVE, WILL BE USED FOR A WIDE RANGE OF CCP ACTIVITIES, E.G., RECRUITING OF PARTICIPANTS FOR TRADE CENTER SHOWS AND BSP'S, PROMOTIONS BY EMBASSY AND CONSTITUENT POSTS, IDENTIFY POTENTIAL AGENTS FOR ADS REQUESTS, AND EXPANDING COMMERCIAL NEWSLETTER SUBSCRIPTION LIST.

10. CONSUMER GOODS UNIT ALLOCATED SOME RESOURCES TO ORGANIZING AMERICAN CONSUMER PRODUCTS GROUP CAMPAIGN PLANNED AS A FOLLOW-UP TO THE SUCCESSFUL LIBERATY BELL CAMPAIGN HELD DURING BICENTENNIAL YEAR. EMBASSY ATTEMPTING ORGANIZE TARGET OF 100 AGENTS/REPRESENTATIVES OF U.S. CONSUMER PRODUCTS MANUFACTURERS FOR NATIONAL ADVERTISING/PROMOTION CAMPAIGN

FUNDED BY PARTICIPATING COMPANIES. JETRO, ACCJ, AND
 NIHON KEIZAI NEWSPAPER (JAPAN ECONOMIC NEWSPAPER)
 HAVE GIVEN FORMAL SUPORT TO CAMPAIGN. REPRESENTATIVES
 FROM 80 FIRMS ATTENDED MARCH ORGANIZATION MEETING
 BUT RESPONSE SOMEWHAT DISAPPOINTING. NIHON KEIZAI,
 HOWEVER, GIVING STRONG SUPPORT, RUNNING HALF PAGE AD
 ANNOUNCING ORGANIZATION OF CAMPAIGN
 AT NO COST TO EMBASSY AND WILL ATTEMPT
 RECRUIT MORE PARTICIPANTS. DECISION, WHETHER OR NOT
 TO PROCEED WITH CAMPAIGN WILL BE MADE BY END THIRD
 QUARTER.

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 ACTION COME-00

INFO OCT-01 EA-09 ISO-00 CIAE-00 EB-08 INR-07 LAB-04
 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W
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11. STATISTICS SUMMARIZING CCP ACCOMPLISHMENTS BY
 EMBASSY AND CONSTITUENT POSTS DURING SECOND QUARTER
 FY 77: TABLE HEADLINES: C: CAMPAIGNS; N: NON-
 CAMPAIGNS; T: TOTAL; A: TO'S SUBMITTED; B: LICENSING
 OP'S SUBMITTED; C: MARKET REPORTS SUBMITTED;
 D: FOREIGN BUYER GROUP ORGANIZED; D-1: NO. OF
 GROUPS ORGANIZED; D-2: NO. OF PARTICIPANTS;
 D-3: SPOT AND 12-MONTH PROJECTED PURCHASES REPORTED
 (UNIT: \$1,000); E: REGULAR TRADE CENTER SHOWS HELD;
 E-1: NO. OF SHOWS; E-2: SPOT AND 2- MONTHS PROJECTED
 SALES; F: BUSINESS SPONSORED PROMOTIONS (BSP'S)
 STAGED; F-1: NO. OF PROMOTIONS; F-2: SPOT AND
 12-MONTH SALES PROJECTIONS (UNIT \$1,000); NA: NOT
 AVAILABLE.

	A	B	C	D	E	F	
	D-1	D-2	D-3	E-1	E-2	F-1	F-2
C	23	2	17	12	129	3,500	A/2 17,841 8 24,217
TOKYO N	12	0	3	0	0	0	0 3 13,986
T	35	2	6	12	129	3,500	2 17,841 11 38,203

C 10 1 0 7 106 517 B/- - 12 32,925
OSAKA N 13 0 0 0 0 0 - - 2 0
T 42 1 0 7 106 517 - - 14 32,925
C 28 0 0 0 0 0 - - - -
NAHA N 5 0 0 0 0 0 - - - -
T 33 0 0 0 0 0 - - - --
C 10 0 0 1 22 0 - - 0 0

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FUKU

OKA N 8 0 2 1 16 0 - - 1 84
T 18 0 2 2 38 0 - - 1 84
C 7 0 2 0 0 0 - - - -

SAP

PORO N 6 0 0 0 0 0 - - - -
T 13 0 2 0 0 0 - - - -
C 97 3 5 20 257 4,017 C/2 17,841 20 57,142

JAPAN N 44 0 5 1 16 0 0 0 6 14,070

TOTAL T 141 3 10 21 273 4,017 2 17,841 26 71,212

FOOTNOTES:

A/ INVOLVING 6 GROUPS, 100 PEOPLE, ONLY.

B/ INVOLVING 3 GROUPS, 3 PEOPLE, ONLY.

C/ INVOLVING 9 GROUPS, 103 PEOPLE, ONLY.

SHOESMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 22-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770140-0034
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770427/aaaaawvp.tel
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Litigation Codes:
Litigation History:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2716195
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM - FY 1977, SECOND QUARTERLY REPORT
TAGS: BEXP, JA
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/58f616a0-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009